

Message Text

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PAGE 01 BONN 03916 032117Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----108092 041234Z /20

R 031959Z MAR 78
FM AMEMBASSY BONN
TO USDOC WASHDC
INFO SECSTATE WASHDC 6408
USMISSION USBERLIN
AMCONSUL BREMEN
AMCONSUL DUSSELDORF
AMCONSUL FRANKFURT
AMCONSUL HAMBURG
AMCONSUL MUNICH
AMCONSUL STUTTGART

UNCLAS BONN 03916

E.O. 11652: N/A
TAGS: BEXP, GW
SUBJ: NECESSITY FOR PROMPT RECEIPT OF INFORMATION
FROM FAIR ORGANIZERS IN THE U.S. UNDER THE FOREIGN
BUYERS PROGRAM

REF: BONN 00972

SUMMARY: CURRENTLY, THE GREATEST OBSTACLE OUR POSTS
FACE IN ENCOURAGING GERMAN BUYERS TO VISIT U.S. TRADE
FAIRS IS THE UNCERTAINTY THAT WE WILL RECEIVE TIMELY

AND CONTINUOUS RELEVANT MATERIAL FROM THE SHOW ORGAN-
IZERS DESIGNED TO ATTRACT VISITORS. WE URGE FOLLOWING
ACTION TO OVERCOME THIS PROBLEM. END SUMMARY.

1. GENERALLY, POSTS RECEIVE THE LIST OF USDOC
FOREIGN BUYER PROGRAM SUPPORTED U.S. SHOWS ONE YEAR
PRIOR TO THE FY IN WHICH THE SHOWS TAKE PLACE. ONCE
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USDOC RECEIVES THE POST'S CHOICE OF SHOWS, AN OFFICIAL
MESSAGE SHOULD BE SENT TO THE SHOW ORGANIZERS FROM
USDOC GIVING THEM THE POST'S ADDRESS, CONTACT PERSON
AND RECOMMENDATION THAT IN ORDER FOR THE POST TO BE
ABLE TO GIVE MAXIMUM SUPPORT TO THE SHOW THE FOLLOWING
TIMETABLE SHOULD BE ADHERED TO.

(A) ON RECEIPT OF POST ADDRESS, SHOW ORGANIZERS SHOULD IMMEDIATELY SEND PROMOTING SHOW CATALOGUES, PRESS RELEASES, OTHER SHOW LITERATURE AND WRAP UP REPORTS OF THE PREVIOUS SHOW TO THAT POST. REASON: THIS WILL ENABLE THE POST TO ASCERTAIN, WHICH BUSINESS GROUPS SHOULD BE APPROACHED FOR RECRUITMENT AND WILL AID

THE POST IN INFORMING TARGET GROUPS OF THE PROBABLE PRODUCT LINES TO BE DISPLAYED AS WELL AS THE SIZE AND IMPORTANCE OF THE FAIR. WITHOUT THIS VERY BASIC INFORMATION IT IS UNLIKELY THAT ANY GERMAN BUSINESSMEN WOULD CONSIDER THINKING ABOUT WHETHER TO ATTEND A FAIR OR NOT.

(B) SIX MONTHS PRIOR TO THE SHOW, ORGANIZERS SHOULD SEND FLYERS AND BROCHURES TO THE POSTS. THEY SHOULD INCLUDE DETAILED INFORMATION ABOUT PRODUCTS TO BE DISPLAYED AND PLANT TOURS TO BE PROGRAMMED. ALSO TO HELP THE USDOC PROJECT OFFICER IDENTIFY INTERESTS OF FOREIGN VISITORS WE RECOMMEND SHOW PRODUCERS INCLUDE A REGISTRATION FORM TOGETHER WITH THE MULTILINGUAL SHOW BROCHURE.

(C) SHOW ORGANIZERS SHOULD SEND REGULARLY AN UPDATED PRODUCT AND EXHIBITOR LIST PLUS INFORMATION ON THE SHOW DEVELOPMENT. THE PRODUCT LIST IS ESSENTIAL FOR UNCLASSIFIED

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SHOW PROMOTION.

(D) POSTS SHOULD ALSO BE SENT INFORMATION ASAP ABOUT APPOINTMENT OF AN "OFFICIAL" TRAVEL AGENT BY THE SHOW PRODUCER.

COOPERATION OF SHOW ORGANIZERS IN GENERAL AND IN THE ABOVE STATED AREAS WILL GREATLY ENHANCE AND OFTEN-TIMES BE CRUCIAL TO POSTS ABILITY TO CONTRIBUTE TO THE SUCCESS OF A SHOW.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 03 mar 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978BONN03916
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780099-0516
Format: TEL
From: BONN
Handling Restrictions: n/a
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ISecure: 1
Legacy Key: link1978/newtext/t197803112/aaaadqgy.tel
Line Count: 105
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Office: ACTION EUR
Original Classification: UNCLASSIFIED
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Original Previous Classification: n/a
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Retention: 0
Review Action: RELEASED, APPROVED
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Review Release Date: N/A
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Status: NATIVE
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TAGS: BEXP, GE
To: COM
Type: TE
vdkgvkey: odb://SAS/SAS.dbo.SAS_Docs/15c0bab9-c288-dd11-92da-001cc4696bcc
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